



THE DOOR

SHARE HOUSE

CASE STUDIES

- 1** SOUTH BEACH WINE
AND FOOD FESTIVAL
- 2** NUTRISH +
RACHAEL RAY
- 3** QUALITY BRANDED
RESTAURANT GROUP
- 4** DŌ COOKIE DOUGH
CONFECTIONS + NYCWFF

SOUTH BEACH WINE AND FOOD FESTIVAL

**MULTI-PLATFORM LAUNCH +
COMMUNITY MANAGEMENT**

**10.1K INSTAGRAM FOLLOWERS
ACQUIRED SINCE INITIAL LAUNCH**



SITUATION

As Food Network and Cooking Channel South Beach Wine and Food Festival entered into their sixteenth year, the Door was enlisted to manage their Facebook account and launch their social presence on Instagram and Twitter.



TACTICS

- Developed social media strategy to highlight sponsors, participating celebrity chefs, venues, and ticketed events
- Established a clear tone of voice and visual aesthetic
- Created and tracked hashtag campaigns along with paid ads to drive ticket sales
- Focused on influencer marketing to maintain momentum throughout the year
- Managed all backend engagement and customer service inquiries



RESULTS

- Instagram account has reached over 10K followers since initial launch
- Facebook currently drives 62% of website traffic, ultimately converting followers to ticket purchasers
- Social media now serves as a new and efficient platform for customer service and relationship management



NUTRISH + RACHAEL RAY

HASHTAG CAMPAIGN IDEATION AND EXECUTION

120+ MILLION
SOCIAL MEDIA IMPRESSIONS



SITUATION

The Door was tasked to create a grassroots celebrity ambassador program to highlight Rachael Ray's pet food brand, Nutrish, and its unique charitable component. The challenge was to foster authentic engagement, rather than be perceived as a sponsored promotion on social media.



TACTICS

- Conceptualized SantaPaws campaign to raise awareness of - and donate funding to - animal organizations
- Secured high-profile celebrity partners such as Hilary Duff, Neil Patrick Harris, Tamron Hall, Hoda Kotb, and more for cross-promotional activity
- Drafted content for all participating celebrities / charities to ensure all messaging expressed the campaign mission
- Created monthly content structure and conducted daily outreach to confirm post execution
- Created a unique hashtag for maximum campaign amplification and tracking capabilities



RESULTS

- Total social campaign impressions: 120,000,000+
- Achieved reach of 5,900,000+ unique monthly readers through press placements
- Secured 28 participating A-list celebrities resulting in 805 total social posts
- Secured celebrities at significantly lower fee than their typical advertising / sponsorship rates



QUALITY BRANDED RESTAURANT GROUP

PIVOTED FROM A PURELY **FOOD-FOCUSED** SOCIAL MEDIA APPROACH TO ONE DRIVEN BY **LIFESTYLE ART DIRECTION**



SITUATION

Initially, Quality Branded's social media platforms were not experiencing growth or proper engagement, and nearly all of their content consisted of user-generated food photos. The Door was engaged to run point on all aspects of community management for their four concepts: Quality Eats, Quality Meats, Quality Italian, and Don Angie.



TACTICS

- Completed a multi-platform audit to inform content strategy with data findings
- Created original photo and video content
- Art Directed vision boards with curated lifestyle images to integrate with newly developed content
- Focused on backend engagement, optimal posting timing, influencer relations, etc.



RESULTS

- Instagram audience size increased by 100%+
- Engagement rates increased by 6%+ per platform
- Secured over 50 influencer dines / photo shoots
- Received press that highlighted the new art direction (Eater.com)

DŌ + NYCWFF

CREATED A STRATEGIC PARTNERSHIP FOR INFLUENCER CROSS-PROMOTION



SITUATION

New York City Wine and Food Festival tapped The Door to find a strategic partnership to announce the festival and amplify ticket sales through social media.



TACTICS

- Identified DŌ as the ideal partner for NYCWFF, and negotiated between both parties to reach a mutually-beneficial agreement
- Developed event to announce the launch of festival ticket sales, leveraging the partnership
- Secured top-tier social media influencers to attend
- Incentivized participating influencers to create original content in return for NYCWFF event access
- Cross-promoted NYCWFF x DŌ social media audiences through hashtags and geotags



RESULTS

- 26 top tier social media influencers attended the event
- Total campaign impressions: over 78.3K
- Total potential social reach: over 4.6+ MILLION
- NYCWFF and DŌ both experienced an increase in social following, reach, and total weekly impressions on Instagram
- Over 90 Instagram posts and stories shared with intended hashtags and geotags

THANK YOU



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